

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date  
30 June 2005 (30.06.2005)

PCT

(10) International Publication Number  
**WO 2005/059079 A1**

- (51) International Patent Classification?: C11D 3/42, 3JW (GB). **CRAWFORD, Robert, John** [GB/GB]; Unilever R & D Port Sunlight, Quarry Road East, Bebington, Wirral Merseyside CH63 3JW (GB). **HOWELL, Ian** [GB/GB]; Unilever R & D Port Sunlight, Quarry Road East, Bebington, Wirral Merseyside CH63 3JW (GB). **MOLE, Vincent, Charles** [GB/GB]; Unilever R & D Port Sunlight, Quarry Road East, Bebington, Wirral Merseyside CH63 3JW (GB).
- (21) International Application Number: PCT/EP2004/013952
- (22) International Filing Date: 1 December 2004 (01.12.2004)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 0329129.1 16 December 2003 (16.12.2003) GB
- (71) Applicant (for AE, AG, AU, BB, BW, BZ, CA, CY, EG, GB, GD, GH, GM, IE, IL, KE, LC, LK, LS, MN, MW, NA, NZ, OM, PG, SC, SD, SG, SL, SZ, TT, TZ, UG, VC, ZA, ZM, ZW only): **UNILEVER PLC** [GB/GB]; Unilever House, Blackfriars, London Greater London EC4P 4BQ (GB).
- (71) Applicant (for AL, AM, AT, AZ, BA, BE, BF, BG, BJ, BR, BY, CF, CG, CH, CI, CM, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, FR, GA, GE, GN, GQ, GR, GW, HR, HU, ID, IS, IT, JP, KG, KP, KR, KZ, LR, LT, LU, LV, MA, MC, MD, MG, MK, ML, MR, MX, MZ, NE, NI, NL, NO, PH, PL, PT, RO, RU, SE, SI, SK, SN, SY, TD, TG, TJ, TM, TN, TR, UA, UZ, VN, YU only): **UNILEVER NV** [NL/NL]; Weena 455, NL-3013 AL Rotterdam (NL).
- (71) Applicant (for IN only): **HINDUSTAN LEVER LIMITED** [IN/IN]; Hindustan Lever House, 165/166 Backbay Reclamation, Maharashtra, Mumbai 400 020 (IN).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **CHEATER, Elizabeth, Sylvia** [GB/GB]; Unilever R & D Port Sunlight, Quarry Road East, Bebington, Wirral Merseyside CH63

(74) Agents: **ELLIOTT, Peter, William** et al.; Unilever Intellectual Property Group, Patent Department, Colworth House, Sharnbrook, Bedford Bedfordshire MK44 1LQ (GB).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

WO 2005/059079 A1

(54) Title: LAUNDRY COMPOSITION

(57) Abstract: The Laundry composition of the invention contains a particulate brightener comprising a fluorescent whitening agent and a carrier in combination with a deposition aid, in order to deposit particulate brightener on to consumer articles during the wash.